



Michigan Stakeholder Discussion
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Competitive Electric Markets & their Benefits

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FAMILY OF BRANDS



PRODUCTS



Electricity



Natural Gas



Renewables



Backup Power

SERVICES



Home Security



Home Power



Smart Home Automation



Energy Management



HVAC Services



Protection Plans

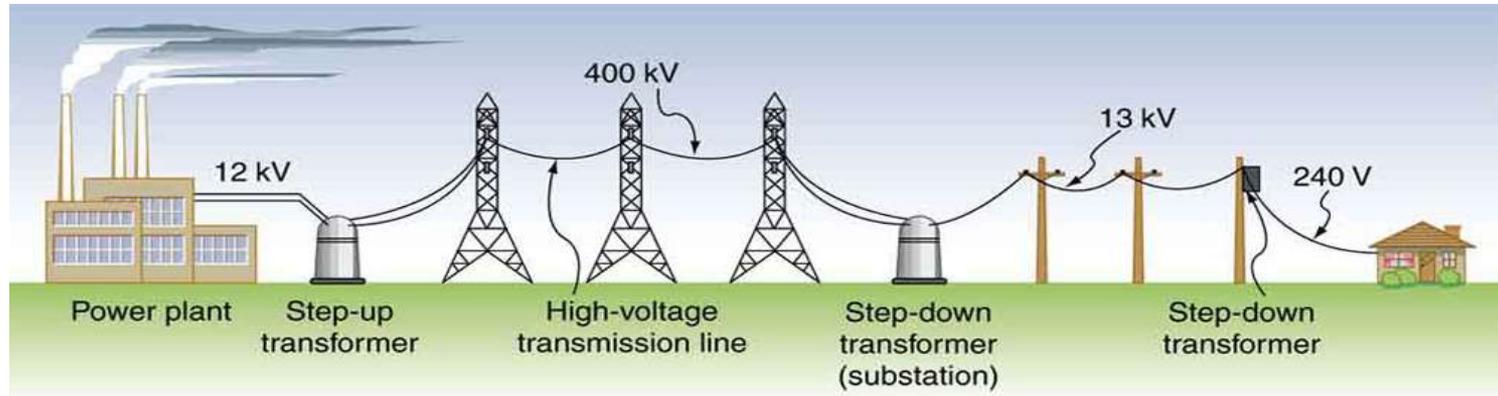


Portable Power



EV Energy Plans

What is the electric transmission grid?



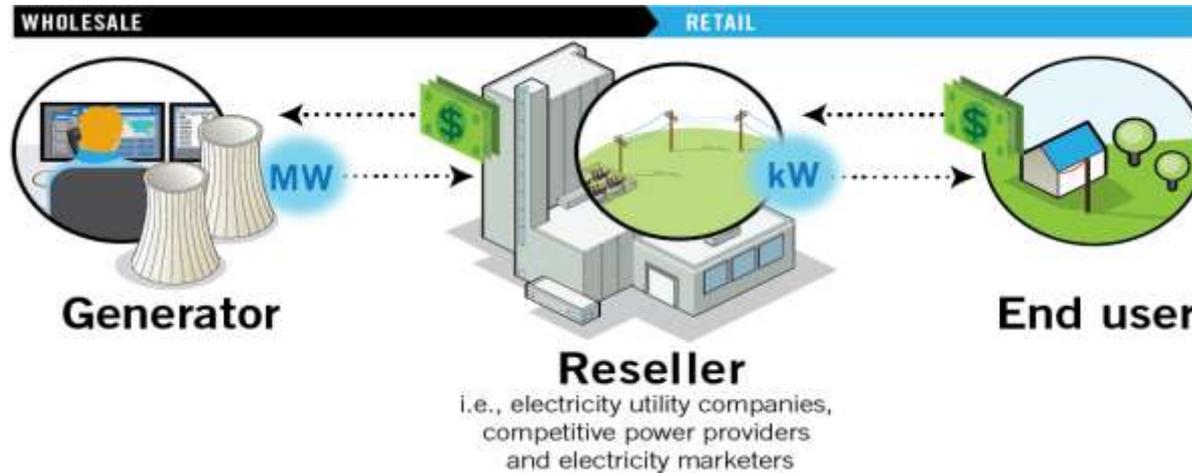
Like other networks (telecommunications, railroads, the internet, and airlines), electricity grids of the United States are a platform for different parties to come together to transport and trade essential services and commodities.

Specifically, the electricity grid connects:

- Power plants owned by numerous parties to
- Transmission lines & distribution networks to
- Customers, some of whom may choose their own supplier

MISO and PJM interconnection





Supply: Power plants, competitive or rate-based, make offers into MISO and PJM's energy markets.

Resellers: They retail the energy they buy to end users and are subject to state utility regulations. The wholesale market is federally regulated.

Demand: Resellers, both utilities and competitive providers, place bids to buy energy in the PJM market.

Michigan & the freedom to choose a supplier



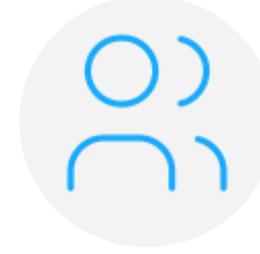
2001

- Public Act 141 enacted the freedom for consumers to choose their own electric supplier.



2009

- Public Act 286 ended the freedom for consumers to choose their electric supplier. Under this legislation, 90 percent of consumers are forced to remain an electric utility customer.



2022

- According to The Michigan Public Service, as of December 2022, approximately 6,213 customers remain in the queue, an increase from 5,962 in 2021.



Cost-Savings

Providing customers with options to save money and increase predictability



Better incentives for utilities and suppliers

Disciplining utility spending decisions so that they are encouraged to operate responsibly



Product variety and innovation

Allowing customers to hire and fire their supplier - which pushes suppliers to be more responsive to customer needs and produce new products without needing state or rate-payer-funded incentives



Economic Impacts

Applying downward pressure on all market energy costs, simultaneously having affordable energy and renewable energy attract more businesses to the state



Carbon emission reductions

Driving investments in clean energy resources without putting those costs on a captive set of ratepayers



Clean Energy Goals

Accelerating the achievement of decarbonization goals



Economic development

Supporting state and local jobs, tax revenue, and investments in technology and generation assets

Removing existing barriers is critical to facilitate competitive choice for all consumers.

Allow industrial and commercial customers to more easily aggregate and shop for electricity

Allow all customers to shop for a 100% renewable product through the competitive market

Encourage independent companies to construct new renewable electricity generation projects through state incentives, job training programs, and benchmarks for construction diversity hires

Thank you for the opportunity



**Happy to answer questions and discuss
the presentation further**

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